

Contact

+31 6 29495779 (Mobile)

www.linkedin.com/in/corinneavelines (LinkedIn)

Top Skills

Strategy

E-commerce

Business Strategy

Languages

French (Native or Bilingual)

English (Native or Bilingual)

Spanish (Elementary)

Honors-Awards

Top 10 Most Engaged Marketer on LinkedIn in the Netherlands 2015

Member of the Jury for the Dutch Digital Leader Award

Award: Innovation of the Year 2015

Nominee at the Mobile World Congress Awards 2015

Guest Speaker @ Digital Leaders Summit San Francisco

Publications

Collection of Media Coverage

Colour me happy: How an ambitious Dulux AR project resulted in a glossy finish at the UK IT Industry Awards

Dulux puts augmented reality app at the heart of e-commerce plans

Virtual innovations: A colorful answer to a difficult desire

The CMO of 2018: Where will marketing be ?

Corinne Avelines

SVP International Operations @Innit | Non-Executive Director
Transdev NL & Spadel
Amsterdam Area, Netherlands

Summary

I'm a seasoned executive, thrilled by disruption, turnaround and greenfield challenges. I love being out of my comfort zone. Change and uncertainty make everything possible. And that's precisely when I can create and execute disrupting strategies.

I've explored industries - from IT Consulting, to travel & tourism, consumer electronics and consumer goods, fast or slow moving. I've explored companies - traditional or digital pure player, booming or downsizing, 200 to 50000 employees, local to global footprint, market leader or challenger.

I've explored roles - from business developer & project manager to engagement director, digital & ecommerce operations, P&L accountable, Chief Digital Officer or non-executive advisor. 20 years and an MBA later, I keep on exploring and learning. Every day.

Technology is a constant driver for disruption and innovation. It has become my major source of inspiration and the enabler to digital transformations I lead, in particular around virtual and augmented reality, artificial intelligence, robotics and self-driving vehicles.

I hope I'll live long enough to see the first human exploration to Mars or the first world government.

Or both :-)

Experience

Innit

SVP International Operations & MD Innit BV

September 2018 - Present

Amsterdam Area, Netherlands

Innit has developed the world's first Connected Food Platform. Realising the vision of the Connected Kitchen, Innit is the centralised hub that integrates a disjointed food system by focusing on the way individuals want to eat.

Innit's Connected Food Platform gives consumers the confidence that they'll be able to consistently and conveniently prepare great meals at home, every day.

Innit's Connected Food Platform also offers two apps, linked in One Connected Experience.

- Shopwell helps consumers discover their perfect match;
- Innit helps consumers cook their perfect meal.

Spadel

Non Executive Director

September 2018 - Present

Brussels Area, Belgium

Spadel is a European group that produces natural mineral water and refreshing beverages with natural mineral water. In Benelux we are market leader for natural mineral water thanks to our successful brands Spa and Bru, in Bulgaria with the Devin brand and we have a strong regional presence in France and in the UK with our local brands.

Our brands are Spa, Bru, Devin, Wattwiller, Carola and Brecon Carreg. Our strategy is focused on strong regional brands with a low carbon footprint.

Our mission : By providing local, natural water based products to contribute to the health of our consumers and a more sustainable planet, we will, together, grow continuously and profitably.

Connexxion

Non Executive Director

April 2016 - Present

Amsterdam Area, Netherlands

Mobility is essential in everyone's life: it connects you with the world. Transdev NL (formerly Connexxion) gives people everyday the freedom to go wherever they want, via buses, trains, taxis. With more than 10000 people and a revenue of 966 m€ in 2013, Transdev NL operates renowned brands like Connexxion, Veolia Transport NL and Witte Kruis (White Cross).

Transdev NL is part of Transdev, a global player in the passenger transport sector and mobile care. Transdev is established in 20 countries and operates with a wide range of modes: buses, taxis, trains, light rail, ferry and bicycles.

WomenCorporateDirectors Foundation

Member

June 2016 - Present

Amsterdam Area, Netherlands

WomenCorporateDirectors (WCD) is the world's largest membership organization and community of women corporate board directors. WCD is a trusted community of directors serving on more than 6,500 public and private boards around the world.

<http://www.womencorporatedirectors.com>

VR/AR Association - Netherlands

President, Amsterdam Chapter

July 2017 - December 2018 (1 year 6 months)

Amsterdam

The VR/AR Association (VRARA) is the global industry association for virtual reality, augmented reality, and mixed reality connecting leading solution providers with brands and customers. Our Advisory Board includes Robert Scoble, Greg Jones/Google, among others.

With over 3700 companies & organizations registered, it is designed to foster collaboration between innovative companies and people in the VR & AR ecosystem that accelerates growth, fosters research and education, helps develop industry standards, connects member organizations and promotes the services of member companies.

AkzoNobel

Global Head of Digital & eCommerce

July 2014 - September 2018 (4 years 3 months)

Amsterdam Area, Netherlands

AkzoNobel is a leading global paints and coatings company. With operations in more than 80 countries and 45,000 people, we supply industries and consumers worldwide with innovative and sustainable products. Our portfolio includes well-known brands such as Dulux, Sikkens, International and Eka.

Reporting into the board.

Led the global digital transformation strategy for AkzoNobel Paints & Coatings.

- Created a scalable and centralised digital delivery and operational capability supporting all AkzoNobel's digital marketing and eCommerce initiatives, and the foundation to support the ambition of an integrated P&C digital strategy;
- Surpassed 20 million downloads globally of our flagship Visualizer app, live in over 60 markets supporting consumers to visualize color and be more confident in color choice;

- Created the AkzoNobel Expert App, a companion app for Professional Painters, launched in several geographies and bringing a full digital journey to serve painters in their day to day job;
- Implemented eCommerce strategy and platforms driving direct business, like the ability to buy products directly online or on our retailer partner's webshops;
- Established a data and analytics driven organisation as the foundation underpinning all digital initiatives and delivering new insights on color, products, consumer decision journey;
- Piloted a first Artificial Intelligence initiative with the launch of the Dulux assistant chatbot on dulux.co.uk and flexa.nl, delivering improved conversion ratio.

CMO Council

Advisory Board Member

March 2012 - April 2016 (4 years 2 months)

The CMO Council operates as the premier knowledge transfer agent and affinity group for chief marketers worldwide. It acts as a catalyst for marketing transformation, best practice development, and functional accountability and improvement in global organizations.

The CMO Council is dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide range of global industries. The CMO Council's 7,000 members control more than \$300 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide.

Startups

Advisory / Non-Executive board member

January 2011 - January 2016 (5 years 1 month)

Non-executive board advisor for 2 French and 1 Swiss startup companies.

Digital solutions, travel & tourism, strategic consulting.

Advisor on strategy, business model, sales distribution, marketing, organization.

D.E MASTER BLENDERS 1753

Chief Digital Officer

March 2013 - May 2014 (1 year 3 months)

D.E Master Blenders 1753 is the third largest coffee and tea company in the world, headquartered in the Netherlands. With sales of €2.7bn, our coffee and

tea products are available in more than 45 countries and 70% of our revenue comes from markets where we have a No.1 or No.2 position.

Reporting into the board

Led DEMB's global digital strategy for all categories and geographies

- Performed a global assessment of all digital assets, processes, capabilities and competition activities for the 5 categories (45+ brands)
- Defined global strategy and execution plan to reach 20% cost saving, reduce brand footprint complexity (from 700+ digital properties) and align with local strategies to impact local business KPIs
- Investigated a new ecommerce business opportunity of 5m€+ NPV
- Turned around digital strategy for the Senseo brand to a single and consistent brand approach together with Philips, researching consumer journey and insights, redesigning brand experience and exploring innovative mobile ideas

TomTom

Vice President Global eCommerce & Digital Marketing

February 2010 - September 2012 (2 years 8 months)

Global leading navigation company with an installed base of more than 45 million portable navigation devices around the world.

Reporting into the board

Led TomTom's global digital strategy and organization, for B2C and B2B businesses, with a team of 50+ people in sales, marketing, technology and operations, based in Amsterdam (NL), Boston (US) and Pune (India)

P&L accountable for more than 100m€ revenue per year

Joined as VP Content & Services Marketing, leading content & services strategy for the consumer market

- Created a global 50+ centralized digital team, defining & executing a 2 year strategy
- Overachieved targets by delivering flat revenue in a market declining 20% YoY
- Rationalized and restructured operations to reduce costs by 10%, executing upon the company's downsizing & reorganization
- Initiated consumer engagement, multiplying by 3 engagement on social networks
- Redefined the map positioning & Live Services global value proposition, resulting into a 10% increase of attachment rate
- Expanded TomTom HD Traffic footprint to more than 15 countries in a year

IMD

Master of Business Administration (MBA)

January 2009 - December 2009 (1 year)

The IMD MBA General Management program is grounded in the extensive relationships IMD has built over the years with successful global organizations. It is a highly selective program that combines innovation, relevance to business, and a unique blend of intensity and dedication to the individual.

Startup project in the field of micro-finance.

Defined a ready-to-execute business plan for our client, including strategy, micro-finance financial vehicle, market analysis, value proposition and country matrix, sales and marketing, team and organization, financial model and projections.

Consulting project in the field of aircraft manufacturing for a global supplying leader.

Defined a competitive response and ready-to-execute plan, including industry and market analysis, competition analysis, strategy and marketing recommendations, internal change management recommendations, R&D recommendations.

Small enterprise (water cleaning solutions for factories) consulting project in South Africa.

Analysis and streamlining recommendations on key issues in the fields of funding, sales, business processes and organization.

Voyages-sncf.com

Business Unit Director

July 2006 - February 2008 (1 year 8 months)

French leading ecommerce website with a record of 155'000 transactions in one day and 9 million visitors per month; subsidiary of SNCF, the French railway company.

Reporting into the board

Led a 150-person and 30m€ unit, based in 2 different locations in France
Accountable for all customer engagements, including voyages-sncf.com, eurostar.co.uk, thalys.com, CFF, and travel agencies, with a budget of more than 30m€ per year

- Streamlined unit to profit-centered in 3 months, aligning business, strategy and organization, resulting into reengaged teams and delivery of 30'000+ mandays engagements for customers in 2008
- Renegotiated main suppliers' contracts, introducing legal and pricing structure, resulting into cost predictability and flattening instead of uncontrolled growth
- Negotiated a global contract of 5m€ over 3 years to outsource half of the IT projects, doubling the volume of business opportunities the company could commit to
- Delivered Voyages-sncf.com main innovations driving 25m€+ yearly revenue, including launch of the first mobile commerce site, the redefinition of the SNCF pricing policy and the launch of UK domestic travel on Eurostar.co.uk

Devoteam

Business Unit Director

March 2001 - July 2006 (5 years 5 months)

London, UK & Paris Area, France

Consulting and engineering company of more than 4'000 people in Europe

Reporting into the CEO's office and then into the general manager for France

Created new business units from scratch and managed engagements – main customers were global companies in banking, telecoms, media and industry

- Generated a new profitable business of 12m€ revenue and a team of 40 people
- Managed different business units of up to 60 people, generating 7m€ revenue
- Initiated business of Devoteam UK and identified local acquisition targets

Steria

Business Developer / Project Manager

August 1996 - February 2001 (4 years 7 months)

Paris, France

Consulting and engineering company of more than 10'000 people worldwide

Reporting into the Business Unit Director

- Created and established a new business from scratch, managing engagements and generating a 2m€ revenue within two years and a team of 25 people
- Managed banking software development projects, up to 600k€, for French, German & Saudi Arabian banks

Education

IMD Business School

MBA, General management & leadership · (2009 - 2009)

Singularity University

Executive Program, AI, Robotics, Biotech, VR / AR / MR, Energy, etc. · (2016 - 2016)

Telecom Bretagne

ENSTBr, Telecom & IT · (1993 - 1996)

Lycée Masséna

Preparatory Classes, M', Preparatory Classes, Sciences M' · (1992 - 1993)

CIV

Bachelor of Science, Science · (1984 - 1992)